

Client: HOEKSTRA FOR US SENATE
Product: CANDIDATE
Campaign: Campaign 10/29/2012 11:02 am

Station Order

SmartPlus

Estimate No.:
Contract No.:
Job No.:

Rev #: 1
Flight From: 10/31/2012 to 11/06/2012

Buyer Name: Administrative Login
Sweeps: Share Jul 2012 -> HUT/PUT Jul 12
Acq. Order No.: 517
WS Order No.: 1518
Contract No.:

Market: GRAND RAPIDS-KALMZOO-B.CR
Station: WOTV
Station Contact:

Level 3

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary		Secondary		Oct	Nov	Nov	Nov	Nov	Nov	Total	DMA P 35+ (R)	DMA P 55+ (R)
				Rate/ Total	Total	Rate/ Total	Total									
1	MTWTF-- 07:00A-09:00A	EM 30	GD MRN AMR-ABC	\$25.00 \$75.00	\$21.25	\$63.75	\$21.25	1	1	1	.	.	.	3	0.4	0.6
2	MTWTF-- 04:00P-05:00P	DT 30	DOCTORS	\$25.00 \$75.00	\$21.25	\$63.75	\$21.25	1	1	1	.	.	.	3	0.7	0.9
3	MTWTF-- 06:00P-06:30P	EF 30	NEWS	\$25.00 \$75.00	\$21.25	\$63.75	\$21.25	1	1	1	.	.	.	3	0.4	0.4
4	MTWTF-- 06:30P-07:00P	PI 30	NEWS	\$100.00 \$300.00	\$85.00	\$255.00	\$85.00	1	1	1	.	.	.	3	0.5	0.7
5	MTWTF-- 07:00P-08:00P	PA 30	RULES OF ENGAG	\$150.00 \$150.00	\$127.50	\$42.50	\$127.50	1	1	1	.	.	.	3	0.9	1.2
6	MTWTF-- 12:00A-01:00A	LF 30	J KIMMEL-ABC	\$46.66 \$30.00	\$8.50	\$25.50	\$12.75	1	1	1	.	.	.	3	0.1	0.0
7	MTWTF-- 06:00A-07:00A	EM 30	NWS8 WOTV4DYBK	\$16.66 \$30.00	\$12.75	\$25.50	\$12.75	1	1	1	.	.	.	2	0.4	0.4
8	MTWTF-- 11:00A-12:00P	DT 30	VIEW-ABC	\$56.00 \$150.00	\$42.50	\$127.50	\$42.50	1	1	1	.	.	.	3	0.3	0.4
9	MTWTF-- 11:30P-12:00A	LF 30	ABC-NITELINE	\$35.00 \$105.00	\$29.75	\$89.25	\$29.75	1	1	1	.	.	.	3	0.1	0.3
10	MTWTF-- 08:00P-09:00P	PT 30	LAST RESORT	\$45.00 \$150.00	\$127.50	\$127.50	\$127.50	1	1	1	.	.	.	1	0.8	0.7
11	MTWTF-- 10:00P-11:00P	PR 30	SCANDAL	\$20.00 \$200.00	\$170.00	\$170.00	\$170.00	1	1	1	.	.	.	1	0.6	0.7
12	MTWTF-- 09:00P-10:00P	PT 30	PRIMETIME	\$200.00 \$170.00	\$170.00	\$170.00	\$170.00	1	1	1	.	.	.	1	0.4	0.2
13	MTWTF-- 10:00P-11:00P	PR 30		\$200.00 \$200.00	\$170.00	\$170.00	\$170.00	1	1	1	.	.	.	1	0.7	0.9

\$1,740.00 8 11 11 30

\$4,825

1X 800 CMA (4)
1X 400 AFV (4)
1X 100 11/5 GMT (3)

\$4,825
Total

Date: 10/30/2012